

# Manufacturing

## CASE STUDY

060822-005



**The results produced a 70% increase  
in sales during the  
first half of the promotion alone!**

**INDUSTRY** Manufacturing.

**OBJECTIVE** Increase product sales.

**TIME FRAME** 90-day period.

**OFFER** Each sales associate had an opportunity to earn a vacation based on how many units were sold during a 90-day promotion. There were three vacation levels that could be attained; a 3-day/2-night Sterling Advantage™ vacation package, a 3-day/2-night Ultimate Advantage™ vacation package and a 3-day/2-night Destination Advantage™ vacation package.

**RESULTS** The results produced a 70% increase in sales during the first half of the promotion.

**NEXT ACTION** Utilize Motivation Advantage's travel incentive products to increase overall sales and exceed yearly projections.